Ad Standards Council
For Responsible Advertising

ASC Circular	:	**No. 2016-016**
Date	:	**October 29, 2026**
To	:	**4As / PANA / KBP / MSAP/ UPMG / DMAP/ OHAAP / Other ASC Clients**
Subject	:	**APPLICATIONS FOR HUHS PRODUCTS**

In consideration that **FDA Advisory No. 2026 - 0706 - REGULATORY UPDATES FOR HOUSEHOLD/ URBAN HAZARDOUS SUBSTANCES (HUHS)** on the transitory period for the mandatory Certificate of Product Registration (CPR) for HUHS products and its labeling requirements under Annex J of FDA Circular 2020-025 is only until 31 December 2026, all concerned Industry stakeholders are informed that unless otherwise repealed or amended, all advertising materials of HUHS products which were given a clearance validity of only until 31 December 2026 may be reapplied to obtain another clearance with a maximum validity of 30 June 2027.

Should the ad material not contain any time sensitive claims, the stamped approved ad material and ASC clearance showing 31 December 2026 as validity date will be accepted as the only support documents when a re-application is done.

Should the ad material contain time sensitive claims, appropriate support other than the stamped approved ad material and the ASC clearance showing 31 December 2026 as validity date shall be submitted when re-application is done.

For new applications filed on or after 1 January 2027, in the event that no circular is issued by the FDA on the non-issuance of CPR, or the FDA extends the transitory period, the ASC shall accept a copy of the License to Operate (LTO) of the HUHS establishment in lieu of the CPR, together with all other requirements under existing guidelines, including substantiation of claims. Clearances issued for such new applications shall, likewise, have a maximum validity of 30 June 2027.

For your guidance and strict compliance.

Thank you.

Mr. Robbie A. Aligada
Executive Director

Mr. Erwin O. Furagganan
Ad Content and Operations Manager